

REMARKS

The Office Action mailed August 8, 2007 has been carefully reviewed and the foregoing amendment has been made in consequence thereof.

Claims 1-32 and 49-52 are now pending in this application. Claims 1-32 and 49-51 stand rejected. Claims 33-48 have been canceled without prejudice.

Applicants initially point out that the originally filed application included two claims identified as Claim 50. The second of such claims has been canceled herein and the subject matter is now recited in newly added Claim 52. As such, no additional fee is believed due for newly added Claim 52.

The rejection of Claim 3 under 35 U.S.C. § 101 for being directed toward non-statutory matter is respectfully traversed. Applicants have amended Claim 3 to recite statutory subject matter as required by Section 101. Accordingly, for at least the reasons set forth above, Applicants respectfully request that the Section 101 rejection of Claim 3 be withdrawn.

The rejection of Claims 1-32 and 49-51 under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent Publication No. 2003/0027635 to Walker, et al. (hereinafter referred to as "Walker") is respectfully traversed.

Walker describes a method for determining an offer and a recipient of the offer, in which allows a casino employee works with a computer system to determine the offer and presents it to a recipient, such as a player at a gaming device. The method also enables a gaming device to present an offer to a player during game play. An offer may include an activity for the player to perform, and a corresponding benefit to the player in exchange for the performance or their promise to perform the activity. For example, a free meal at a casino restaurant may be offered in exchange for the player's subscription to a magazine. Such an offer may also include an expiration condition that requires the player to fulfill their performance or promise within a predetermined time period or according to a particular rule. Notably, Walker does not describe nor suggest permitting a player not enrolled in a player

tracking system to play a gaming device using an unenrolled or uncarded player account, prior to enrolling in the system.

Claim 1 recites a method of registering an unenrolled player in a player tracking system, wherein the method includes “permitting the unenrolled player to play a gaming device using an unenrolled player account....”

Walker does not describe nor suggest a method of registering an unenrolled player in a player tracking system, as is recited in Claim 1. More specifically, Walker does not describe nor suggest permitting an unenrolled player to play a gaming device using an unenrolled player account prior to enrolling in the player tracking system, such that the unenrolled player account may be converted into a player account after the player enrolls in the player tracking system. Rather, Walker describes a method that allows a casino employee, or the gaming machine being played, to present an offer to a game player in exchange for the performance of an activity. Although, the offer may be made to a player during game play at a gaming machine, Walker does not describe nor suggest the use of unenrolled player accounts during such a time, nor the possibility of converting an unenrolled player account into a player account during enrollment of the player in the player tracking system. Rather, in contrast to the present invention, Walker merely describes the offer being made to the player during play by either a casino employee or through the gaming machine itself.

Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be patentable over Walker.

Claims 2-32 depend from independent Claim 1. When the recitations of Claims 2-32 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claims 2-32 likewise are patentable over Walker.

Claim 49 recites a player tracking system for uncarded players, wherein the system includes “means for tracking uncarded play by uncarded players having uncarded player accounts....”

Walker does not describe nor suggest a player tracking system for uncarded players, as is recited in Claim 49. More specifically, Walker does not describe nor suggest means for tracking uncarded play by uncarded players having uncarded player accounts prior to enrolling in a player tracking system. Rather, Walker describes a method that allows a casino employee, or the gaming machine being played, to present an offer to a game player in exchange for the performance of an activity. Although, the offer may be made to a player during game play at a gaming machine, Walker does not describe nor suggest either the use of uncarded player accounts nor a means for tracking uncarded player accounts during such a time, nor the possibility of converting an uncarded player account into a player account during enrollment of the player in the player tracking system. Rather, in contrast to the present invention, Walker merely describes the offer being made to the player during play by either a casino employee or through the gaming machine itself.

Accordingly, for at least the reasons set forth above, Claim 49 is submitted to be patentable over Walker.

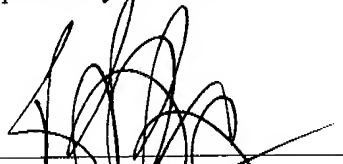
Claims 50 and 51 depend from independent Claim 49. When the recitations of Claims 50 and 51 are considered in combination with the recitations of Claim 49, Applicants submit that dependent Claims 50 and 51 likewise are patentable over Walker.

For at least the reasons set forth above, Applicants respectfully request that the Section 102 rejection of Claims 1-32 and 49-51 be withdrawn.

Newly added Claim 52 depend from independent Claim 49. When the recitations of Claim 52 are considered in combination with the recitations of Claim 49, Applicants submit that Claim 52 likewise is patentable over the cited art.

In view of the foregoing amendment and remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action is respectfully solicited.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Robert B. Recker, III', written over a horizontal line.

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